

In the claims:

All of the claims standing for examination are reproduced below with appropriate status indication.

1-20 (Cancelled)

21. (New) A system for anchoring a structural member from below ground level comprising:

- a vertically disposed anchor footing having a lower base portion and an upper neck portion;

- an elongate embed longitudinally disposed within the anchor footing substantially along the vertical center of the anchor footing; and

- a coupling interface affixed to one end of the elongate embed for affixing the structural member to the anchor footing;

- characterized in that the anchor footing has a predetermined amount of horizontal flex ability against horizontal force acting on the structural member, the flex amount, in part, determined by the physical properties of the elongate embed disposed therein.

22. (New) The system of claim 21, wherein the anchor footing is molded using an elastic molding material, elasticity thereof controllable to a degree by particulate size of molding materials, type of binder used, and degree of mold pressure used.

23. (New) The system of claim 22, wherein the anchor footing is pyramidal in shape, the base portion substantially larger than the neck portion.

24. (New) The system of claim 22, wherein the flex amount of the anchor footing, partly determined by the physical properties of the elongate embed disposed therein, is further determined by the degree of elasticity of the anchor footing, resultant of molding

parameters observed in manufacture including particulate size of molding materials, type of binder, and degree of mold pressure.

25. (New) The system of claim 21, wherein the structural member is one of a post or a pole.

26. (New) The system of claim 22, wherein the molding material is a particulate rubber derived from recycled tire material.

27. (New) The system of claim 21, wherein the structural member anchored is one of a plurality of like members of a structure, wherein each of the plurality of like members is anchored using additional like anchor footings.

28. (New) The system of claim 27, wherein the structure is an installation other than a single post or pole.

29. (New) The system of claim 21 further comprising:

two or more outwardly engaging members contiguously formed at strategic locations on the periphery of the anchor footing; and

further characterized in that the engaging members engage the ground walls to an extent further than the nominal surfaces of the anchor footing, such engagement preventing departure of the anchor footing from the original position in the ground with respect to twist, lean, elevation or a combination thereof.

30. (New) The system of claim 21, wherein the elongate embed is one of a length of rebar, or one of a plurality of offered lengths of tubing of differing tubing sizes.

31. (New) The system of claim 30, wherein the elongate member of the plurality of offered lengths of tubing having the largest tubing size provides the least amount of flex in the anchor footing and the elongate member of rebar provides the most amount of flex given the same material parameters for the anchor footing.

32. (New) A method for securing a structural member from below ground level using a vertically disposed anchor footing having a lower base and upper neck portion, an elongate embed longitudinally disposed therein, and a coupling interface affixed to one end of the elongate embed for affixing the anchor footing to the structural member including steps of:

- (a) preparing an opening in the ground capable of receiving the anchor footing;
- (b) positioning the anchor footing into the opening;
- (c) filling in the opening about the anchor footing;
- (d) positioning the structural member over the coupling interface; and
- (e) affixing the structural member to the coupling interface.

33. (New) The method of claim 32 wherein in step (a), the ground is one of sand or wet soil and the flex amount of the anchor footing is determined by using an elongate embed of appropriate dimensions.

34. (New) The method of claim 32 wherein in step (b), the anchor footing is molded using an elastic molding material, elasticity thereof controllable to a degree by particulate size of molding materials, type of binder used, and degree of mold pressure used.

35. (New) The method of claim 32 wherein in step (b), the anchor footing has an engineered flex capability, the amount partly determined by the physical properties of the elongate embed disposed therein, and further determined by the degree of elasticity of the anchor footing, resultant of molding parameters observed in manufacture including particulate size of molding materials, type of binder, and degree of mold pressure.

36. (New) The method of claim 32 wherein in step (d), the anchor footing has outwardly engaging members and therefore the structural member is positioned such that horizontal force likely against the structural member will be substantially aligned in direction with the orientation of the outwardly engaging members.